

REMARKS

Claims 44-61 are pending. By this amendment, claims 44, 50 and 56 are amended.

The Office Action rejects claims 44-61 under 35 USC 102 over Pallakoff (US Pat. 6,269,343). This rejection is respectfully traversed.

Independent claims 44, 50 and 56 recite that the first level offer includes at least a first one of the plurality of atomic offers, that the second level offer includes at least a second one of the plurality of atomic offers, and the first one of the plurality of atomic offers is an atomic offer for a first good or service, and the second one of the plurality of atomic offers is an atomic offer for a second good or service different from the first good or service. This feature is not disclosed in Pallakoff.

In Pallakoff, a product is offered for sale at various demand levels, with a different price for each demand level. However, Pallakoff does not disclose first and second level offers for different services or goods as required by the claims. Accordingly, Pallakoff does not anticipate claims 44, 50 or 56, or any claim dependent therefrom. Withdrawal of the rejection is requested.

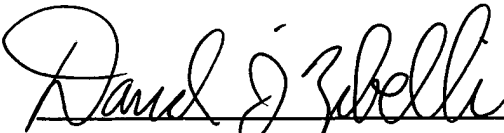
In view of the amendments and remarks submitted above, Applicant respectfully submits that the present case is in condition for allowance. A notice to that effect would be greatly appreciated.

The Examiner is invited to contact the undersigned at (202) 220-4250 to discuss any matter concerning this application.

The Office is authorized to charge any additional fees or credit any overpayments under 37 C.F.R. § 1.16, § 1.17, or § 1.136 to Deposit Account No. 11-0600.

Respectfully submitted,

KENYON & KENYON LLP


David J. Zibelli (Reg. No. 36,394)

February 17, 2006

1500 K Street, N.W.
Washington, D.C. 20005
(202) 220-4200 (phone)
(202) 220-4201 (fax)

DC:600074v1